

John Bishop Jewellers Ltd.

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Serving North Vancouver for Over 40 Years

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Attn: Johanne D'Avray

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Dear Ms. D'Avray

As a gemologist and retail jeweller for 35 years, I wish to express my concerns about the labelling of "Canadian" diamonds.

In Canada today, we have producing diamond mines, capable diamond cutters and diamond sales outlets – from start to finish a truly Canadian product.

Knowing that a diamond has not only been mined in Canada, but also cut here sets it apart from the majority of the world's diamonds. The process of cutting a finished diamond from a rough crystal is a manufacturing process and diamond wholesalers categorize their products accordingly (Russian cut, Belgian cut, Israeli cut, and so forth). This practice is common in every industry – finished goods always bear the name of the country of manufacture as opposed to the name of the country where the raw materials originate.

To illustrate my point; the local wine industry markets as Canadian wine (and identifies such wine with a VQA label) only those wines both made from Canadian grapes and which have been manufactured in Canada. Similarly, items made from Canadian timber must be manufactured within Canada in order to have a "Made in Canada" label. Should Canadian timber be shipped outside the country for manufacture into a saleable product, it will bear that country's name, not Canada.

It therefore follows that a truly "Canadian" diamond must both originate (be mined) and undergo manufacturing (cutting & polishing) within Canada. This is certainly what my customers expect when they purchase a "Canadian" diamond.

Respectfully Yours,



F. Wayne Bishop
Graduate Gemologist